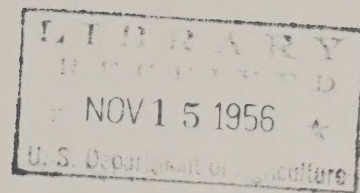


62.13



White Flower Farm

LITCHFIELD, CONNECTICUT

November 5, 1956

Again - WARMENHOVEN AMARYLLIS for Christmas

This sensational winter-flowering house plant makes the most delightful of Christmas presents. It's a sure-fire present because anyone (yes, anyone) can grow Warmenhoven Amaryllis. The huge bulbs produce flowers in from six weeks to two months, and the blooms themselves defy description. Yes, the flowers are large — 4 to 6 inches in diameter, and from two to four of them appear on each flowering stalk. The bulbs we get from Warmenhoven are jumbo-sized (11 inches or more in circumference — bigger than your fist, in other words). And, because the bulbs are so large, it is not unusual for them to produce two, and many times three, flowering stalks.

But the great joy of Warmenhoven Amaryllis is in the beauty of the flower itself. Colors are almost translucent. And in a cool room the blooms will last nearly ten days. Because the flowers open in succession, the period of bloom is quite extended.

We said anyone could grow our Warmenhoven Amaryllis and indeed they can. Fact is we guarantee each bulb to bloom — which is quite a guarantee. Moreover, if our simple cultural instructions are followed, Warmenhoven Amaryllis can be flowered year after year. And the bulbs get bigger and bigger and throw more and more flowering stalks. Many of our customers have done this, and they are hugely satisfied.

This offer will reach our customers and friends well ahead of our usual Christmas advertising in THE NEW YORKER. So if you need Warmenhoven Amaryllis to take care of those people on your Christmas list "who have everything", we do hope you will order now to be reasonably sure of getting the colors you want. However, due to an extremely sunless summer in Europe, the supply of jumbo-sized bulbs is very short and we do not yet know how many of each color will be available. It is therefore necessary to ask you to indicate a second *and* a third color choice.

Dutch prices to us, due to the short crop, have advanced sharply since July. But we are holding prices for our old customers to those quoted in our Fall Plant Booklet, issued in July, on tentative quotations from Holland at that time. By shades of color (White, Scarlet, Dark Red, Lighter Red, Rose and White, Pink, Rose, and Salmon) the cost to you delivered and potted in specially prepared and steamed compost is \$5.50 each. Unpotted, but delivered, they are \$4.25 each. The extremely rare named-varieties of Warmenhoven Amaryllis are \$15.00 each potted and delivered, \$13.25 unpotted, but delivered. These rare plants should be grown only by experts or fanciers. They are very scarce.

To expedite close-to-Christmas-delivery, we will provide Special Handling Post Office Service at no extra cost. All shipments will be insured against frost, breakage or loss — also, at no extra cost to you.

And a very Merry Christmas to you, too. — AMOS PETTINGILL

P. S. Customer orders received before November 15 will be greatly appreciated.

